

# **Outline Chapter 10 Section**

## **2**

Name: \_\_\_\_\_

Date:

### **Define**

Marketing Research:

Product:

Services:

Intangible:

Inseparable:

Perishable:

Heterogeneous:

What is the most common type of Marketing Research?

Name the components to make up a product?

Name the 5 steps in product planning.

What's a Brand Name?

Marketing is used for what?

Services are \_\_\_\_\_, meaning that they have no physical form

What are observations?

What is the difference between secondary and primary research?

What is the main idea of creating and improving products?

Name the 4 types of research studies.

Name the 6 parts of a product.